

HAVE YOU
HEARD THE
NEWS?

SOMETHING BIG
IS HAPPENING IN
LOVETTSVILLE!





WE'RE IN!!

LOVETTSVILLE

Lovettsville's New Business & Tourism Committee

Who We Are

COMMITTEE



- ❖ Mayor Bob Zoldos
- ❖ Councilwoman Tiffaney Carder
- ❖ Councilman Mike Senate
- ❖ Town Manger Keith Markel
- ❖ Town Planner Melissa Hynes

What We're In To



Why fit in
when you
were born to
stand out?

Dr. Seuss

- Developing a thriving business community
- Creating a positive Town atmosphere for business & residents
- Looking to the future
– not backwards



Committee Mission:

To develop a strong business environment
in our community &
to improve the quality of life in our Town.

We're Ready!

Our 3 Main Objectives:

Retain

existing businesses!

Recruit

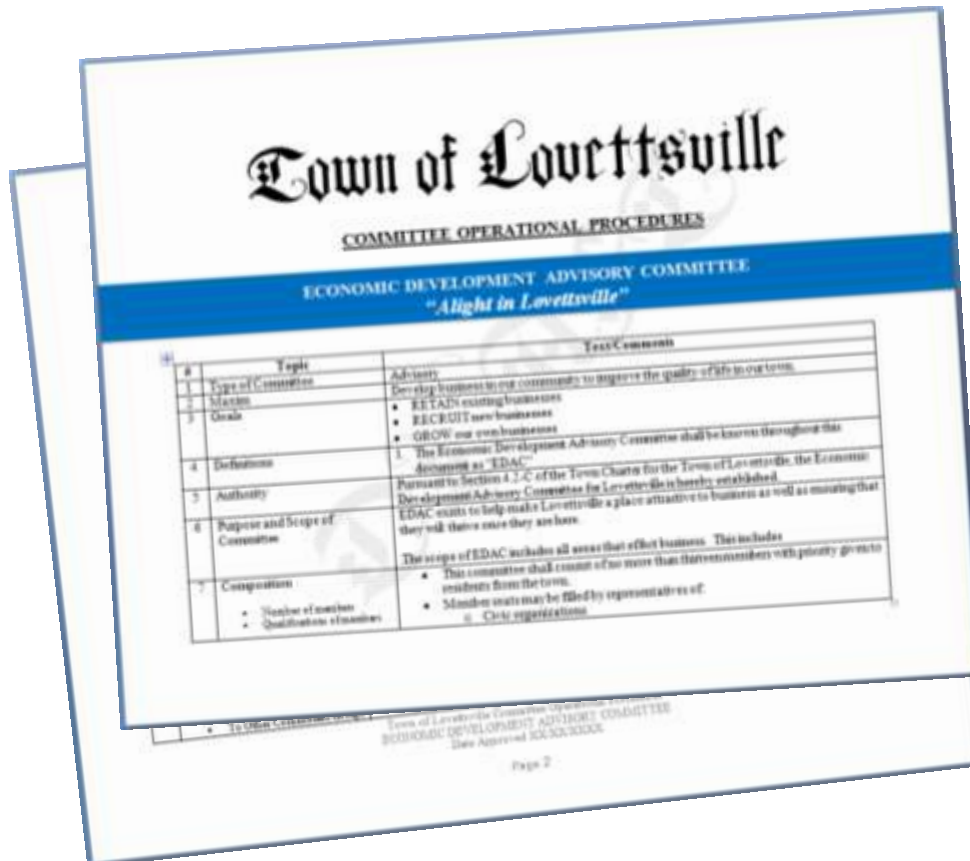
new businesses!

Grow

our own businesses!



We're Legit



**The Committee
Operational
Procedures have
been adopted by
Town Council**

We Are Not Alone!



- ❖ Town Council fully supports this initiative but does not want to micro-manage
- ❖ Town Council does offer guidance & mentorship to support Committee efforts
- ❖ The Committee will develop it's own Work Plan based on recommendations of Town Council

We're In To Achieving Our Goals



- 1) Develop our “Main Street” along East Broad Way
- 2) Generate the spark that will open Town Center Commercial Building
- 3) Mentor small business community, including home-based companies

We're In...

And we want You!



- ❖ We are looking for some go-getters and some change-makers to join us
- ❖ You can devote as little as a few hours a year to a few days a month!
- ❖ What can **YOU** do if you join us?

Be Cheerleaders!



**You will have a
front row seat
to rally the
Town & lead
promotions!**

Be Producers!



*You will have
a real budget
to create fun
events!*

Be Superheroes!



You will have
new powers
to help
support small
businesses!

Be Pioneers!



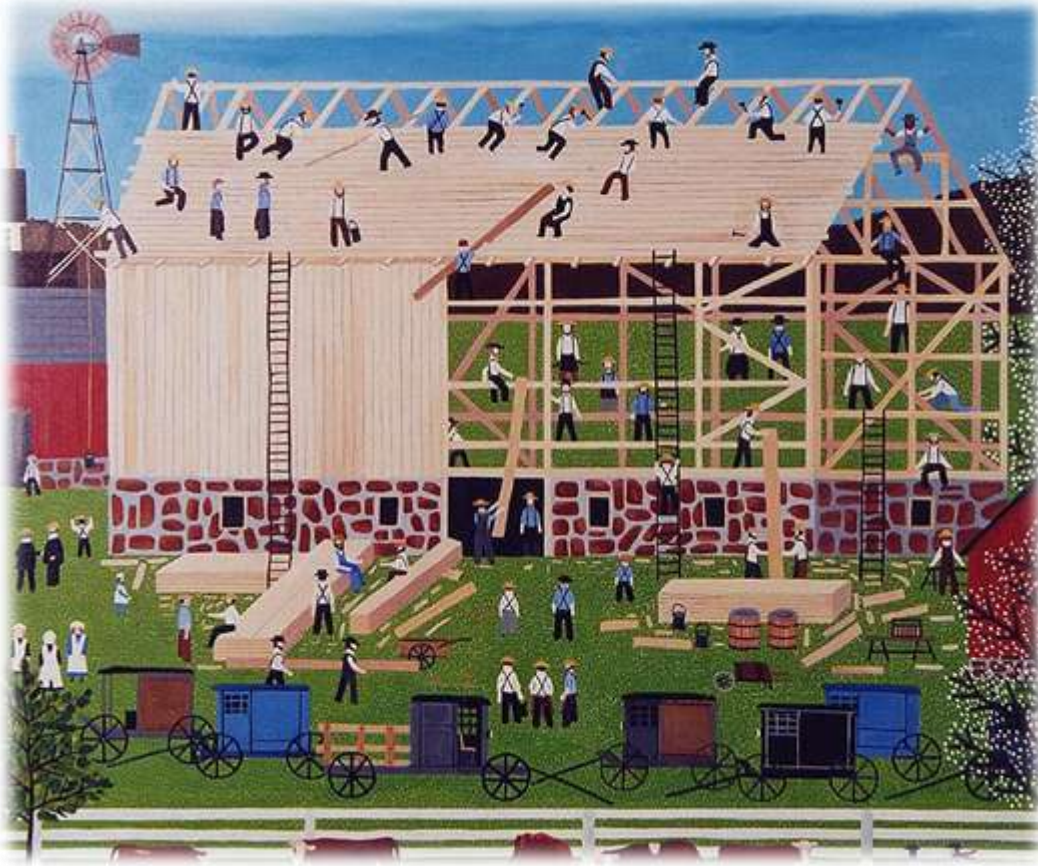
*You will have
a support
team to help
blaze “New
Trails” in our
Town!*

Be Ambassadors!



You will have
a voice to
put
Lovettsville
on the
Map!

Time to Raise our Committee !



How do we organize this new group?

The group will need brains **AND** muscle

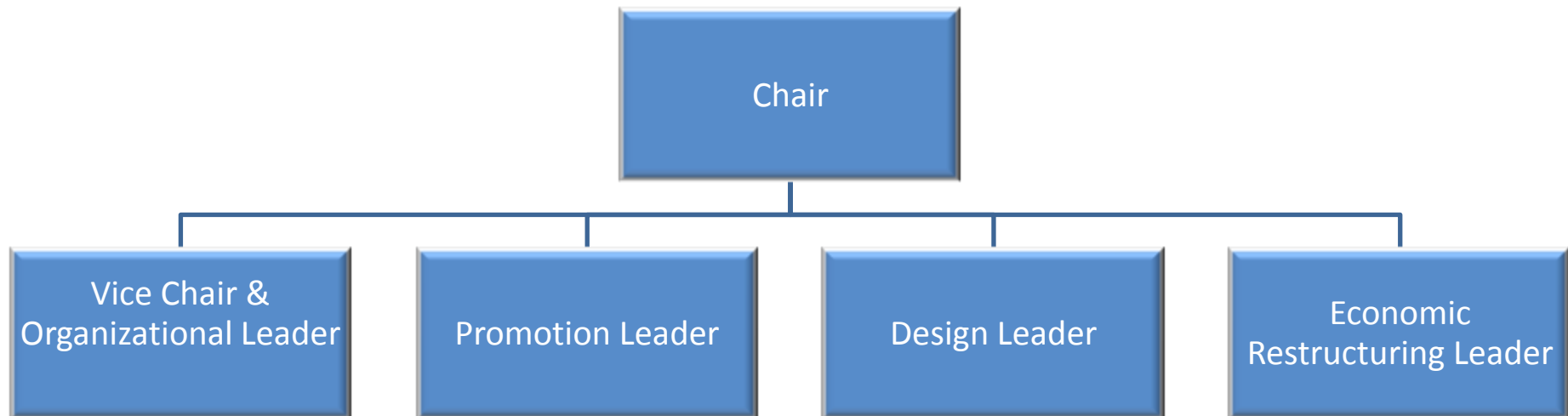
The group will need leaders **AND** followers

DEFINE: To Raise

1. to move to a higher position
2. to build
3. to set up the framework of

Who's the Boss?

Committee Leadership



Committee Leadership

- The Chair, Vice-Chair & the Team Leaders are positions appointed by the Mayor & Town Council
- These important Committee members will be responsible for attending majority of the meetings & for leading projects
- Each Leader manages a “team” that represents one of the four pillars of the Committee



Vice Chair & Organization Leader



Lead Projects such as:

- ❖ Developing entrepreneur recruitment events
- ❖ Hosting monthly lunches at a local restaurant
- ❖ Maintaining communication with local business owners
- ❖ Managing annual “Small Business” breakfast

Promotion Leader



Lead Projects such as:

- ❖ Developing new events & creative ways to make our Town a destination
- ❖ Engaging in projects to highlight the town & draw people to our Town
- ❖ Supporting social media efforts to have a strong online presence
- ❖ Creating new brands, logos & mottos for the Town

Design Leader

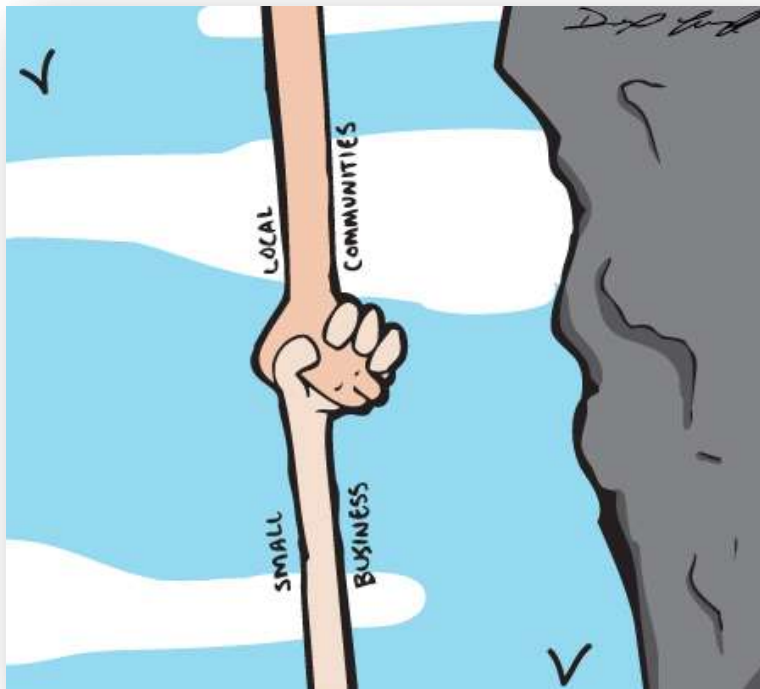


Lead Projects such as:

- ❖ Developing a Town Garden Tour
- ❖ Promoting resident efforts with Design Awards
- ❖ Creating new attractions such as public art displays & pocket parks
- ❖ Finding new ways to highlight the beauty of our Town



Economic Restructuring Leader



Lead Projects such as:

- ❖ Organizing Small Business Owner networking & training
- ❖ Managing regional market study research
- ❖ Meeting with real estate agents, developers & other Towns to learn best practices
- ❖ Hosting quarterly Brown Bag series

Leaders Need Helpers!



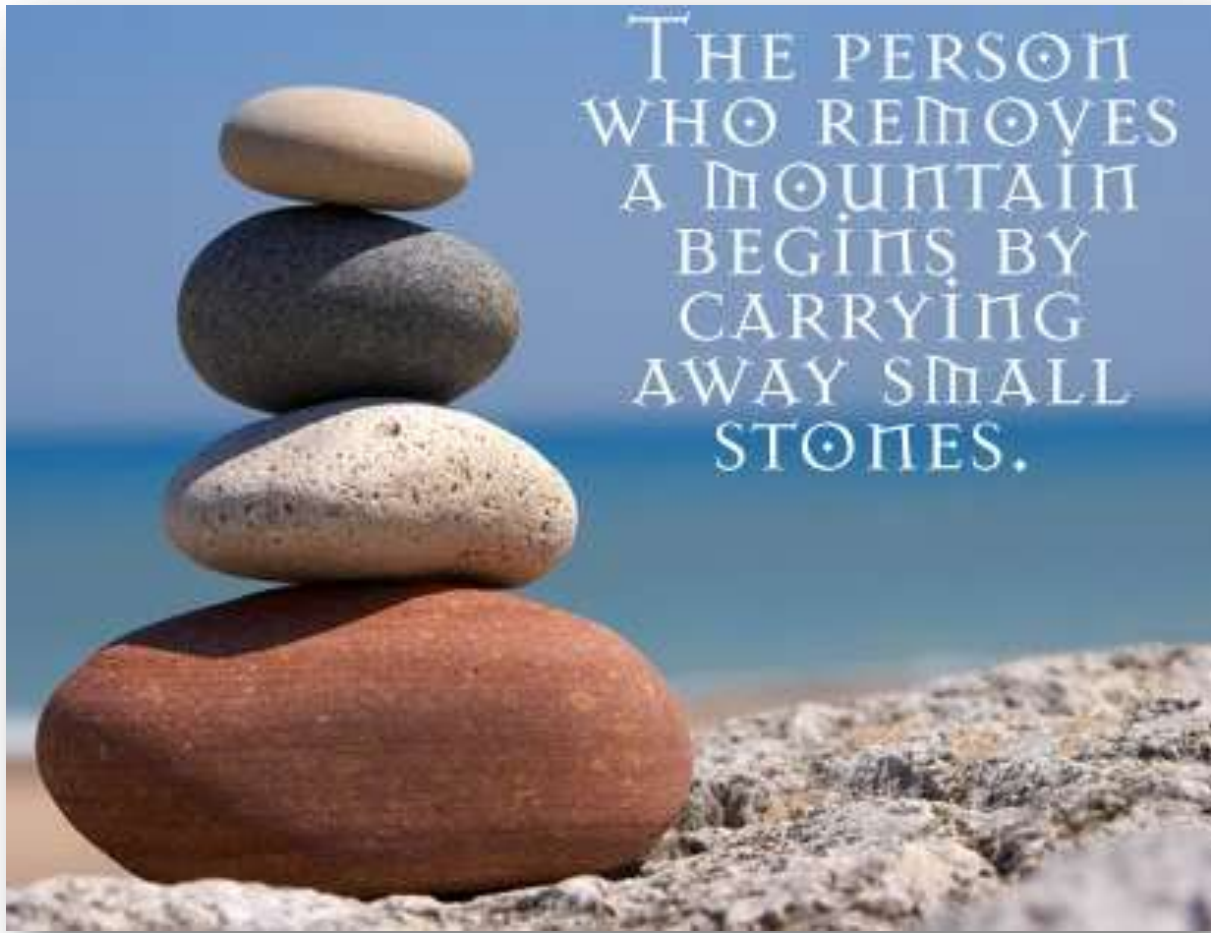
Committee Teams

- Leaders **NEED** helpers!
- While the Chair, Vice-Chair & Committee Leaders are appointed positions, we need as many volunteers to jump **IN** the committee too!
- Volunteers can be involved for whatever amount **TIME** fits their schedule
- Volunteers can join pick **PROJECTS** that compliment their skills or hobbies

Who can Join?

- ❖ Anyone living in the 20180 zip-code is welcome to join this committee!
- ❖ This committee wants to promote & to support local businesses in the Lovettsville region
- ❖ But you don't have to own a business to join...anyone who wants to improve the quality of business & tourism in Lovettsville is welcome!

THE PERSON
WHO REMOVES
A MOUNTAIN
BEGINS BY
CARRYING
AWAY SMALL
STONES.



We're In

Are You?

now
what?



Broad Way Bound!

The image depicts a theater stage. In the center, a white rectangular sign with a black border is mounted on a red curtain backdrop. The sign contains the title "The Future of East Broad Way" in a blue, cursive script. Below the title, the text "Open House October 9, 2012 at 7pm" is written in a smaller, blue, sans-serif font. The stage floor is covered with rows of red, tufted theater seats. The red curtains are pulled back on either side of the sign, revealing the stage area.

*"The Future
of East
Broad Way"*

Open House October 9, 2012 at 7pm

Zoning, Economic Development & Tourism Open House at the Community Center